

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Brian Axe et al.	Art Unit :	3622
Serial No. :	10/656,917	Examiner :	Alvin L. Brown
Filed :	September 5, 2003	Conf. No. :	8377
Title :	IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS		

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF 10/29/2008

Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 15 of this paper.